

1 **ABSTRACT**

2 A system and method uses a closed captioning script to synchronize
3 supplemental data with specified junctures in a video program. A parser parses
4 the closed captioning script to identify a set of unique key phrases. A producer
5 associates the supplemental data with the key phrases of the closed captioning
6 script that correspond to the desired points in the program. When the program is
7 played, a viewer computing unit monitors the closed captioning script to detect the
8 key phrases. Upon detection of a particular key phrase, the viewer computing unit
9 retrieves the supplemental data associated with the particular key phrase. The
10 supplemental data is multicast to a multicast address. A listener listens to the
11 multicast address to receive and handle any enhancement action supported by the
12 supplemental data. The listener can be embedded in a container, such as an
13 HTML page or other hypermedia document.